

# CAMRIN ROBERTS

## GROUP PRODUCT MANAGER

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### VALUE PROPOSITION

I am a Group Product Manager with 15+ years of experience in leadership roles across financial services, retail and consulting sectors, including holding multiple positions within Accenture. I specialise in innovative forward-thinking solutions in digital, customer experience and growth strategies for high-value transformation projects. I bring advanced technological capabilities to industry-leading product strategy as demonstrated through my role as Ecommerce Lead for Walmart. My expertise is at the intersection of strategy, data, design and technology. I am most motivated by building high-performing teams where individuals are developed to excel and deliver results-orientated solutions that exceptionally serve the customer.

### SELECT HIGHLIGHTS

- ✓ Achieved a 54% YOY conversion increase in the Growth Product Portfolio for the fastest growing Fintech in South Africa.
- ✓ Experience in leading product strategy for **clients in FinTech, insurance, sport, IT, media, health and automotive industries.**
- ✓ **Published** Exploring dominant logic's enablement between contextual leadership intelligence and diversification strategy.

### QUALIFICATIONS

2016 – **Master of Business Admin** | Gordon Institute of Business Science

*Awarded top student in Contextual Business Leadership Intelligence and Effective Project Management and Execution.*

2012 – **Post Graduate Diploma in Business** | Gordon Institute of Business Science

2007 – **Bachelor of Law (Honours)** | University of Sussex

### KEY EXPERTISE

- ✓ **Product Management & Strategy** – 15+ years excelling in fast-paced end-to-end product solutions from conception to commercialisation for industry-leading product strategies that leverage the latest trends and product management methodologies. Accelerate significant improvement in customer engagement, conversion and cost per acquisition.
- ✓ **Financial Management and Sales** – Track record of significant financial responsibility overseeing product projects with up to \$2B+ in potential market value. Demonstrated track record of driving consolidation for long-term product profitability.
- ✓ **Team Leadership** – Advanced capabilities in leading staff locally and remotely as a people leader, project lead, design lead and product lead, including up to 9 direct reports. Passionate about transforming cultures to deliver best-in-class products, shifting from a product to an experience-focused customer-centric mindset.
- ✓ **Stakeholder Management** – Highly proficient in managing stakeholder relationships internally and with vendors and partners including presenting solutions-orientation pitches to high-value global and local clients in diverse sectors.
- ✓ **Technologies** – Strong capabilities in Figma, Jira, Miro/Mural, CRM/CMS (i.e. Hubspot, Sanity), Shopify, Mixpanel and Google Analytics. Skilled in optimising software performance, such as identifying a \$5M unnecessary expense in feature deployment.

### RECENT CAREER OVERVIEW

**SENIOR STRATEGY MANAGER** | Accenture | Sydney

Feb 2025 - Present

**GROUP PRODUCT MANAGER (GROWTH)** | iKhokha | Johannesburg/Durban

Mar 2023 – Jan 2025

**ECOMMERCE LEAD** | Walmart | Johannesburg

July 2022 – Feb 2023

**GROWTH & INNOVATION LEAD** | Accenture, Strategy | Johannesburg

Mar 2020 – June 2022

**SENIOR DESIGN LEAD** | Fjord, Accenture | Johannesburg

April 2018 – Mar 2020

*See page 3 for earlier details.*

## PROFESSIONAL EXPERIENCE

## SENIOR STRATEGY MANAGER

Feb 2024 – Present

Accenture | Sydney

*Accenture Strategy helps organizations develop innovative business strategies and transformations, leveraging data and analytics to enhance decision-making, optimize performance, and drive growth across various industries.*

I originate and lead major strategic projects across clients within financial services and products, specialising in growth strategy.

## GROUP PRODUCT MANAGER

Mar 2023 – Jan 2025

iKhokha | South Africa

*iKhokha provides digital payment solutions for SMB's in South Africa, enabling secure and efficient transactions through point-of-sale systems and mobile payment technologies.*

Reporting to the Chief Product Officer (CPO), I oversaw innovative strategic direction of the Growth portfolio of products including business support processes to drive acquisition, retention and revenue for the country's fastest-growing FinTech. I led 5 direct reports and wider project teams of Product Managers, SEO, service designers, product designers, software development and IT solutions architects. I developed the portfolio roadmap aligned to defined OKR's, while managing risk and governance.

*Highlights:*

- **Grew a high-performing team, evolving from Product Ownership to a Product Management culture**, engaging Marty Cagan's product management principles to optimise customer-centricity, product development and team outcomes.
- **Led 4 key strategic product transformation strategies targeting the acquisition and retention of merchants:** ecommerce website, customer dashboard, onboarding (KYC) and CRM/Martech platform. Collaborating with executive leadership, engineers, design and product market, oversaw E2E product lifecycle optimising the customer journey.
- **Launched a new website within 4 months**, enhancing the design, customer journeys, process, lead generation strategies and replacing the legacy CRM system with a data-driven scalable solution.
- **Accelerated website performance improvements, including a 48% checkout conversion** and 54% purchase conversion. Also increased average session duration by 303% and reduced bounce rates by 45% YOY.
- **Reduced the cost per acquisition to less than \$20 per lead** through enhanced performance marketing and achieved a 50% retention rate.
- **Reduced the customer acquisition cost to customer lifetime value ratio (CAC: CLV)** from 12+ months to 7 months increasing product profitability.
- **Gained the #1 SEO ranking for the highly competitive card machines market** nationwide.
- **Redefined the onboarding strategy** from a risk-averse fully KYC's state to a trade now, settle later model.
- **Reduced the average onboarding time from 7 days to 0.3 days for a key acquisition channel** and optimised digital onboarding completion and the number of automatic approval metrics to approximately 70%.
- **Consolidated vendors from 5 to 1, for a partnership model resulting in a 53% saving**, improving processes and the customer experience, optimising costs and increasing business savings, whilst also leveraging AI technology.
- **Launched the first merchant-facing dashboard**, driven by data, customised insights and behavioural change science.
- **Developed a new subscription revenue stream** through a partnership model with an accounting software firm.
- **Initiated a cost optimisation strategy saving \$1M per year**, reducing redundant software usage and restructuring staff with the CRM / Martech function.
- **Drove a proof of concept leveraging AI** increasing self-service functionality for merchants within 3 months.

## ECOMMERCE LEAD BUILDERS WAREHOUSE

July 2022 - Feb 2023

Massmart/Walmart | South Africa

*Builders Warehouse is a leading home improvement and building materials retailer in South Africa, offering a wide range of products for construction, renovation, and DIY projects.*

I oversaw e-commerce for the biggest DIY building brand in the country for Walmart (Massmart) B2B stream. Reporting to the VP of Digital, I led a team of 6, including a Product Manager, channel merchandisers, digital experience managers and marketers, plus

*Highlights:*

- **Increased website traffic by 25%** through successfully developing and executing a new website strategy to enhance positioning from a product to an experience-focused customer-centric solution.

- **Saved the business \$5M** in unnecessary expenditure by identifying an incorrectly deployed feature.
- **Achieved record-breaking Black Friday event sales of a 144% YOY increase**, through an SEO and website strategy to drive product awareness and customer conversion to product sales.

## GROWTH AND INNOVATION LEAD

Mar 2020 - June 2022

Accenture Strategy | South Africa

*Accenture Strategy helps organizations develop innovative business strategies and transformations, leveraging data and analytics to enhance decision-making, optimize performance, and drive growth across various industries.*

I led a team of 4 consultants and managers, plus graduates, reporting to the Head of Growth and Innovation. I drove the growth of the new portfolio, collaborating closely with internal account leads and pitching and securing diverse clients in financial services, retail and health, and other key sectors.

### Highlights:

- **Led the strategy, design and execution of a world-first global employee wellbeing behaviour change platform**, delivering successful innovation solutions to a global client in a new partnership model. I managed an entirely remote team in the US, UK, AUS, IND and SA for this project with a potential market value of \$100M in sales over 5 years.
- **Appointed as Retail Lead for a \$2.4B retail value proposition**, in-store and online, for a major food retailer. Employed a data-led strategy to increase the share of wallet in the product category.

## SENIOR DESIGN LEAD

April 2018 - Mar 2020

SONG (Fjord), Accenture | South Africa

*Accenture Song focuses on creating impactful customer experiences and driving growth through marketing, design, and innovation, integrating technology and creative strategies for brand success.*

Reporting to the Head of Interactive, I led a team of 4 Service and product designers. I also served as the design lead and product lead for major projects in the global design agency. This included designing digital experiences for insurance providers, asset managers, IT, automotive, media and sports to excel customer satisfaction and online engagement.

### Highlights:

- **Engaged as Product Lead for a resourcing company** developing and executing a digital vision, service and plan to redesign their employees' digital experience.
- **Led a project as Design Lead for a large insurer and asset manager** for a retirement service initiative. This project identified, quantified and executed a strategy targeting 1.4M people with a \$8B target asset value over 5 years.
- **Served as Design Lead for a major asset manager**, accelerating the digital services for new business and reduction in outflows of assets, targeting a \$28M annualised saving over 6 months.
- **Increased community engagement from 200k to 2M** for Rugby South Africa, serving as Design Lead to redefine and deliver a world-class digital experience.

## DIGITAL PRODUCT MANAGER AND CLIENT EXPERIENCE

May 2016 - April 2018

Absa, Corporate and Investment Banking | South Africa

*ABSA CIB offers a comprehensive suite of financial services including corporate finance, investment banking, and asset management, serving corporate clients and institutions.*

Following the divestment from Barclay's, I led a team of 4 business analysts, and customer experience and design professionals. Reporting to the Head of Digital Program Management, I drove the transformation of banking platforms to enhance the delivery of client-focused solutions.

### Highlights:

- **Led customer experience for new product launches**, using customer journeys, personas and insights for forward-thinking design and development, including a new website that resulted in an 11% increase in traffic and an 8% increase in engagement within 1 month of the launch.
- **Co-led the implementation of SAFe Agile methodologies**, forming squads and guilds to support swift adoption.
- **Advanced unit resourcing to include a design team**, embedding Human-centred Design principles in customer solutions.

## EARLIER CAREER

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**Business Manager** | Luxury Cosmetics | South Africa

Nov 2015 – May 2016

- Executed a sales strategy, enabling the acquisition of 3 new spas.

## PROFESSIONAL DEVELOPMENT

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- Digital Marketing: Customer Engagement, Social Media, Planning & Analytics | Emeritus | 2019
- Accredited Customer Experience Master | BPG | 2018

*References available on request*